

Evaluating Customer Engagement: A CSAT and NPS Perspective



White Paper











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Working in a customer-facing role within a contact center can be challenging across various industries, as these roles are highly regulated. Industries that focus on digitization are constantly experiencing regulatory, risk, and compliance challenges while trying to keep up with the rapid transformation across their respective fields.

CSAT benchmark scores by industry 2021

 Airlines	76	Up 1.3% on previous year
 Banks	78	Down 2.5% on previous year
 Consumer shipping	76	Up 1.3% on previous year
 Health Insurance	73	Up 1.4% on previous year
 Internet Service Providers	65	flat
 Online Retail	78	Down 3.7% on previous year
 Supermarkets	76	Down 2.6% on previous year
 Wireless Phone Services	74	flat

Integrating conversational AI with CSAT can resolve customer issues with human-like emotions. The CSAT benchmarking scores in industries differ based on competition, customer expectations, unique sector sensitivities, customer service inabilities, etc. The innovative tools contribute to prompt customer service creation, good public relations, reducing complaints, and increasing business.

6 advantages of email CSAT surveys



Everyone uses email



It's a real-time medium almost



You know your customer's email addresses



You already send them emails



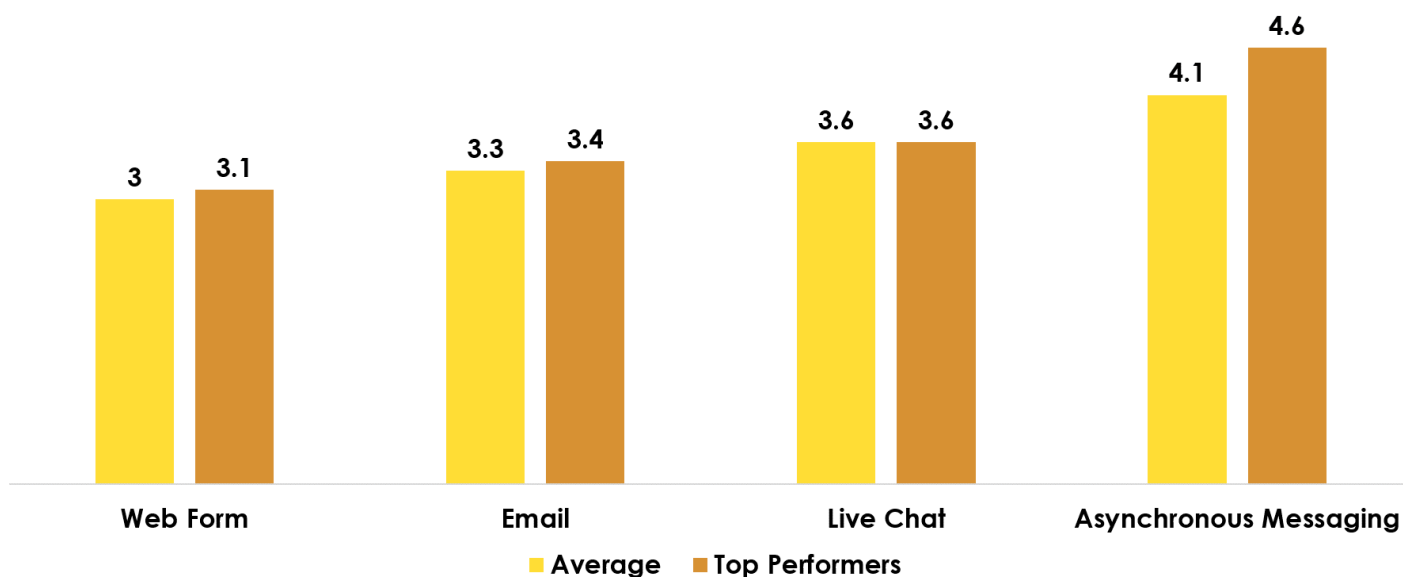
It's a blank canvas for your brand experience



It is a highly stable platform for analytic and code

Customers interact using multiple channels like voice calls, live chat, email, virtual assistants, and social media handles. BFSI contact centers can use CSAT tools to collect data in real-time. It will further assist in determining agent performance across digital channels. Through surveys, one can gather feedback on customer service.

CSAT Across Digital Channels



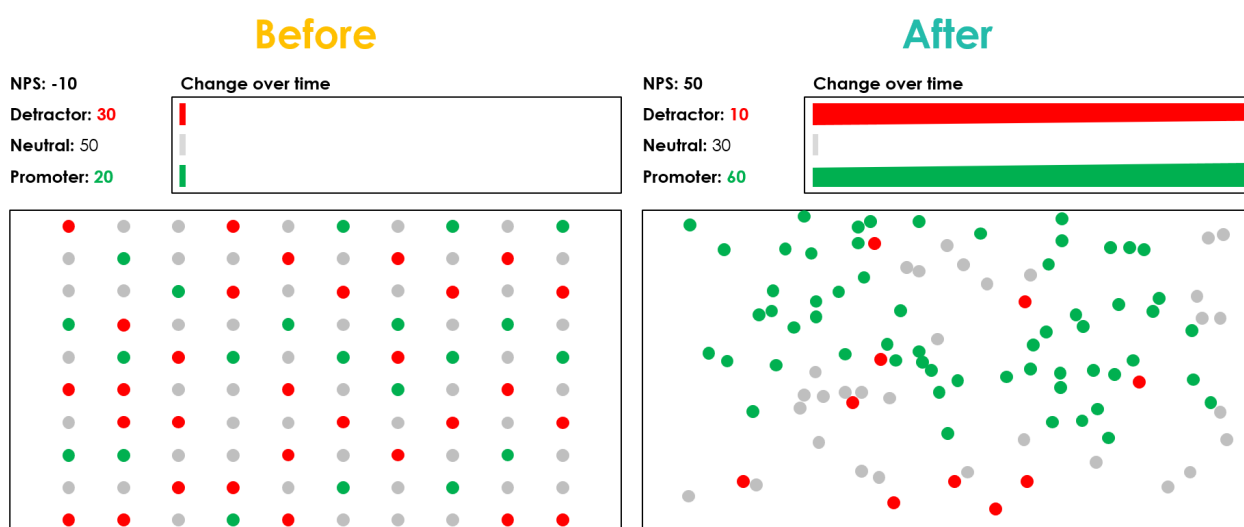
The CSAT and NPS metrics work individually on customer satisfaction and loyalty. The scores improve by employing state-of-the-art technology and introducing a proactive communication strategy. The easy-to-access process led to a positive customer experience (CX). The investment in user-friendly digital tools will:

- Make the data collection process easy and convenient.
- Save time and be cost-effective.

- Reduce the administrative and management resources.
- Tailor the customer's preferences.
- Drive informed decision-making.
- Boosts customer satisfaction
- Increase growth and productivity.

Industry	CSAT Average	NPS Average
Smartphones / Cellular Phones	80	34
Banking	78	35
Personal Computers/Laptops	78	37
Property/Home Insurance	78	42
Supermarkets	78	39
Computer Software	76	34
Financial Advisors/Services	77	34
Hotels	76	36
Airlines	75	39
Wireless Phone Services	74	30
Internet Service Providers	65	-7

Before and After a Bank Tracks NPS

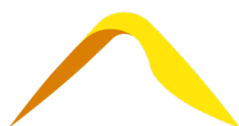


The CSAT and NPS are significant for contact centers in identifying common pain points, addressing them, and rectifying them within time limits, resulting in better CX. A well-acquainted customer service representative can avoid factors contributing to low scores.

Sources: customerthermometer.com monkeylearn.com southstatecorrespondent.com Wikipedia.com

Curious to learn more? We're at your service!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!



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